

## Message Text

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INFO AMEMBASSY PARIS

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TAGS : BGEN, BEXP, FR,

SUBJECT : NATIONAL CONGRESS/CONVENTION CAMPAIGN

REF : NICE'S A-7 OF 2.26.76

1. SUMMARY - IN A CONCERTED EFFORT TO ATTRACT ADDITIONAL INTERNATIONAL CONVENTIONS AND CONGRESSES TO FRANCE, THE SECRETARIAT OF TOURISM LAUNCHED IN NICE ON AUGUST 1, 1976 A NATIONAL CAMPAIGN FOR CONVENTIONS. BACKED BY JACQUES MEDECIN, MAYOR OF NICE AND SECRETARY OF STATE FOR TOURISM, THE CAMPAIGN IS ORGANIZED WITH A VIEW TO ENLIGHTENING BOTH PROFESSIONAL TOURIST ORGANIZATIONS AND THE FRENCH PUBLIC TO THE ECONOMIC IMPORTANCE OF THE TOURIST BUSINESS, AND ESPECIALLY THAT OF CONGRESSES AND CONVENTIONS.

2. ACCORDING TO MR. MEDECIN, IN AN ADDRESS OF WELCOME TO MEMBERS OF THE NATIONAL CAMPAIGN, FRENCH TOURISM HAS SUFFERED TO DATE MAINLY DUE TO LACK OF GOVERNMENT INTEREST AND CO-ORDINATION IN THIS FIELD. IN GENERAL, TOURISM IN FRANCE HAS BEEN MAINLY A PRIVATELY ORGANIZED VENTURE. THIS SAME THEME, ACCORDING TO MEDECIN, RUNS THROUGH A RECENTLY COMPLETED REPORT, WRITTEN BY MR. BERTRAND BERTRY, WHICH WAS COMMISSIONED BY THE SECRETARIAT OF TOURISM.

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3. BERTRY'S REPORT INDICATED THAT IN 1974, ON A WORLD-WIDE BASIS, OVER 208 MILLION PEOPLE PARTICIPATED IN CONFERENCES/CONGRESSES AND SPENT AN ESTIMATED 144 BILLION FRANCS, EXCLUSIVE OF TRAVEL COSTS. IN FRANCE, DURING THE SAME YEAR, OVER 7 MILLION PEOPLE ATTENDED OVER 20 MILLION CONVENTION DAYS AND SPENT 5.5 BILLION FRANCS. THE MAIN OBJECTIVE OF THE NATIONAL CAMPAIGN FOR CONVENTIONS IS TO UP THESE FIGURES, BY 1983, TO A TOTAL OF 10 BILLION FRANCS - THUS DOUBLING CONVENTION-RELATED EXPENDITURES.

4. THE REPORT PROPOSED THE CREATION OF A NATIONAL OFFICE FOR CONVENTIONS IN PARIS WHICH WOULD BE DEPENDENT ON THE OFFICE OF TOURISM. THE NEW OFFICE WILL, SIMILAR TO A MICHELIN GUIDE AND UTILIZING A "STAR" SYSTEM, GRADE FRENCH TOWNS WHICH HABITUALLY HOST CONVENTIONS, TAKING INTO ACCOUNT HOTEL SPACE AND FACILITIES IN GENERAL.

5. THE REPORT FURTHER SUGGESTS THE ESTABLISHMENT OF A COST BOOK FOR CONFERENCE HALLS ACCORDING TO CAPACITY OF CONFERENCE ROOMS AND FACILITIES, IN ADDITION TO THE INSTITUTION OF A LICENSE FOR CONFERENCE ORGANIZERS. IT IS PROPOSED THAT A GOVERNMENT FUND BE ESTABLISHED TO SUBSIDIZE BUSINESS-TOURISM.

6. MEDECIN EXPRESSED HIS DESIRE THAT THIS REPORT, AS WELL AS A SECOND REPORT ENTITLED PROMOTION OF MEETINGS, WILL BE APPROVED IMMEDIATELY BY HIS SECRETARIAT AND, AS A RESULT, FRENCH DIPLOMATIC MISSIONS AND GOVERNMENT OFFICES THROUGHOUT THE WORLD COULD START TO WORK AT ONCE TO SELL CONFERENCES IN FRANCE. IN CONNECTION WITH THIS PROGRAM, A CONFERENCE BROCHURE WILL BE PUBLISHED SHORTLY GIVING ALL INFORMATION NECESSARY RE. ORGANIZATION OF CONFERENCES IN THE PARIS AREA. A SECOND, COVERING THE COTE D AZUR WILL BE PUBLISHED NEXT MONTH FOLLOWED BY ADDITIONAL PUBLICATIONS FOR THE REST OF THE NATION AT THE END OF THE YEAR.

MURPHY

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